

AELFE 2010

Ninth Annual Conference of the European Association of Languages for Specific Purposes

Time and location

19th - 22nd September 2010, University of Hamburg, Germany

Conference theme

How global are we?

The Impact of Globalisation on Business Communication:

Linguistic and Didactic Aspects of Language

The call for "Globalization", the global focus and entanglement of local, regional and national aspects of life, is spearheaded by politicians and economists. Their political-philosophical debates focus on the controversy between neo-liberal economic policies and a social-political view of life (e.g., P. Bourdieu). The impact of globalization has many effects on national language(s) as well as on local and global communicative behavior. Globalization has many effects on language. Language in turn is the most important representative and vehicle of culture and, as such, influences many aspects of social reality.

The *arbu* (the Business Communication Section at the Department of German Language and Culture) at the University of Hamburg announces the IX AELFE Conference in Hamburg (Germany). The aim of this conference is to identify questions and to find answers on the influence of globalization on language, the language of national economies and international business communication and on the implications for language education in native and foreign language courses.

The main areas of interest for the conference are as follows:

- The history of European Business Linguistics and of the historical *Wirtschaftsgermanistik*
- Social-psychological, political and ethical aspects of business metaphors, terms for special purposes and internationally-used business terms.
- Language as money. The language of economics and the economics of language
- Intercultural interactions, conversation, texts and genres in business.

- Translating and interpreting as acts of transfer in business
- The education of speaking, writing and communicating in local and global settings.
- Global information and communication technology in business.
- One common language, *lingua franca* or a diversity of languages.
- Acquiring native and foreign language competence in global settings.
- Foreign language needs and use as well as multilingualism in business.
- National, hegemonic and global politics of mono- and multilingualism.

Beyond the central theme of the influence of globalisation on business communication, contributions which examine the research and teaching of specialist language in other areas - and contribute to the understanding of specialist communication in a global context - are welcome.

Plenary lectures

Plenary lectures accepted by:

Prof. Dr. Dr. h. c. Juliane House, University of Hamburg

Prof. Dr. Axel Satzger, Technical University of Dresden

Call for Papers

Paper proposals should consist of a 300-word abstract to be sent both to the coordinator of the relevant panel (see below) and to the conference organiser (theo.bungarten@uni-hamburg.de) by **15th March 2010**. Those participants wishing to propose a workshop discussion should send their proposals, including the topic, the proposed speakers and the lead speaker, together with a 300-word abstract by the same date.

The languages of the conference are English, French, German, Italian, Portuguese and Spanish – corresponding to the intention of EU language policy vis-à-vis the promotion of multilingualism and cultural diversity.

AELFE- Panel coordinators

Discourse analysis:

Miguel Ruiz (Universitat Jaume I - mruiz@ang.uji.es)

Lluïsa Gea (Universitat Jaume I - gea@ang.uji.e)

Terminology and lexicology:

Àngel Felices (Universidad de Granada - afelices@ugr.es)

Chelo Vargas (Universitat d'Alacant - Chelo.Vargas@ua.es)

Translation:

Silvia Molina (Universidad Politécnica de Madrid - silvia.molina@upm.es)
Pedro Fuertes (Universidad de Valladolid - pedro@tita.emp.uva.es)

Application of ICT (Information and Communications technology):

Carmen Rueda (Universitat Politècnica de Catalunya - m.del.carmen.rueda@upc.edu)
Elisabet Arnó (Universitat Politècnica de Catalunya - (elisabet.arno@upc.edu))

Didactics und language acquisition:

Carmen Sancho (Universidad Politécnica de Madrid - carmen.sguinda@upm.es)
Pilar Durán (Universidad Politécnica de Madrid - pilar.duran@upm.es)

Cognitive linguistics and specialist language

Rafael Alejo (Universidad de Extremadura - [ralejo@unex.es](mailto:ralej@unex.es))
Georgina Cuadrado (Universidad Politécnica de Madrid georgina.cuadrado@upm.es)

Further information, including deadlines, registration procedures and registration fees, conference benefits, hotel and travel information, tourist recreational programmes, programme highlights, the final conference programme and publication of conference proceedings will soon be available through the conference website.